



Argentina Electronic Show 2008

Silvia Yaber
July 2008

The Argentina Electronic Show will be held in Buenos Aires, Argentina from November 20- 23, 2008.

Participants will have the opportunity to connect with professionals from more than 50 firms and 8,000 expected industry visitors attending the exhibition. In addition to the technology and electronics pavilions, more than 30 training sessions will take place during the exhibition. Participation in Argentina Electronic Show offers the opportunity to network with the leading professionals in the technology and electronics industries.

Argentina Electronic Show 2008 provides participants with the chance to learn about and test new products before they are launched in the market. Attendees will have ample opportunity to network with colleagues and plan for future business transactions with representatives of the most innovative technology and electronics firms.

U.S. companies interested in participating in the exhibition are encouraged to contact the U.S. Commercial Service. To explore future opportunities in the Argentine technology and electronic market, do not hesitate to contact the U.S. Commercial Service.

Dates: November 20-23, 2008

Location: La Rural Convention Center, Buenos Aires

Organizer: Reed Exhibitions and *Eventos La Nación*

Address: Juncal 4431; C1425BAA Buenos Aires, Argentina

Tel/Fax: 54-11-4777-5500 (La Rural)

Website: http://www.aeshow.com.ar/en_home

Exhibition area: 8 Pavilions of 4,000 sq meters approximately

Number of Exhibitors (past edition): 48

Argentina's IT market – including hardware, software and services - reached \$3.2 billion in revenues in 2007, a 25 percent increase from 2006. The hardware segment accounted for the majority of the growth increasing 34 percent in 2006 and 42,5 percent in 2007. Local industry player, Trends Consulting, projects that hardware will grow 35 percent in 2008, led by Notebooks and PCs. In 2007, the total revenue for the software market increased by 20 percent, reaching approximately \$480 million. The U.S. is the largest exporter of software into Argentina. Trends Consulting projects an increase of 21 percent in 2008.

For More Information

The U.S. Commercial Service in Buenos Aires, Argentina can be contacted via e-mail at:

Silvia.Yaber@mail.doc.gov; Phone: 54-11-5777-4325; Fax: 54-11-5777-4203 or visit our website:

www.buyusa.gov/argentina

The U.S. Commercial Service — Your Global Business Partner

With its network of offices across the United States and in more than 80 countries, the U.S. Commercial Service of the U.S. Department of Commerce utilizes its global presence and international marketing expertise to help U.S. companies sell their products and services worldwide. Locate the U.S. Commercial Service trade specialist in the U.S. nearest you by visiting <http://www.export.gov/>.

Disclaimer: The information provided in this report is intended to be of assistance to U.S. exporters. While we make every effort to ensure its accuracy, neither the United States government nor any of its employees make any representation as to the accuracy or completeness of information in this or any other United States government document. Readers are advised to independently verify any information prior to reliance thereon. The information provided in this report does not constitute legal advice.

International copyright, U.S. Department of Commerce, 2008. All rights reserved outside of the United States.